

Lynchburg Public Library
Social Media Guidelines
Adopted 1/2013

OUR PURPOSE IS:

- To inform and engage our community
- To listen to and respond to our customers
- To market our services, programs, and collections
- To position ourselves as a knowledge leader and essential destination

OUR STRATEGY IS:

- To promote our events, collections, and services
- To start conversations with our users by asking questions and gathering opinions
- To participate in conversations happening in the community
- To actively listen to what customers are saying and respond appropriately
- To build relationships by passing along content of others - community partners, local bloggers, etc.

OUR CONTENT WILL CONTAIN:

- News & events related to Lynchburg Public Library and our community
- Information about collections, services, new features, etc.
- Original content (book reviews, Reader's Advisory, etc.)
- Pass along relevant content of others (link to local blogs, retweet, etc.)
- Cross promote our own social media channels (i.e. Tweet about new blog post, etc)
- Responses to questions and comments.

OUR TONE WILL BE:

- Honest and authentic, not snarky or sarcastic.
- Respectful to all commenters, positive and negative.
- Polite. We will say please and thank you.
- Kind. We will not post anything on social media that we would not say at a service desk.